



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

Postal Regulatory Commission
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OFFICE OF THE PRESIDENT

February 3, 2020

Postal Regulatory Commission
901 New York Avenue NW
Suite 200
Washington, DC 20268

Re: Comments on Docket RM2017-3

Dear Commissioners:

On behalf of the Council for Advancement and Support of Education (CASE), I'm writing to urge the Postal Regulatory Commission to preserve the current Consumer Price Index (CPI)-capped rate framework for setting U.S. postal rates. America's nonprofit colleges, universities and independent schools provide significant contributions to the health, economy, and global competitiveness of the United States through vital research, education, training, and direct service to communities. The current framework enables these institutions to communicate and engage with their key constituencies about these important contributions.

CASE is the global association for professionals in advancement – alumni relations, communications, fundraising, marketing and advancement services – who share the goal of championing education to transform lives and society. Today, CASE's membership includes more than 3,600 colleges and universities, primary and secondary independent and international schools, and nonprofit organizations in 82 countries around the world, with 2,910 of our member institutions located in the United States. CASE helps its members build stronger relationships with their alumni and donors, raise funds for campus projects, market their institutions to prospective students, and foster public support of education.

Every year, U.S. colleges, universities, and independent schools send millions of pieces of mail through the United States Postal Service (USPS). From alumni magazines to recruitment brochures to fundraising appeals, institutional advancement offices use the mail to connect with key stakeholders-current and potential students, parents, alumni, and donors. Mail usage is critical to helping institutions achieve their vital missions of teaching, research, and public service.

Under existing law, the USPS can raise postal rates up to an amount allowed by the computed CPI for each class of mail. This CPI-capped framework provides educational institutions and their advancement offices the certainty of predictable, modest rate increases while also allowing the USPS the flexibility to request an "exigency" increase if circumstances warrant.

The Postal Regulatory Commission proposes to replace the existing Consumer Price Index-capped with a much more complicated rate-setting framework that could result in significant annual rate increases. Such a change would make it more difficult for colleges, universities, and independent schools to use mail to engage with key stakeholders and would likely result in a significant reduction in mail usage by educational institutions and other nonprofit organizations. This would mean less opportunities to

engage and connect with key constituencies to the detriment of educational institutions and the students they serve. It would also be more difficult for educational institutions and advancement offices to budget for postal rate increases moving forward.

Again, we urge the Postal Regulatory Commission to preserve the current CPI-capped rate framework for setting U.S. postal rates. Thank you for your thoughtful consideration of the points made herein.

Yours sincerely,

A handwritten signature in black ink that reads "Sue Cunningham". The signature is written in a cursive, flowing style.

Sue Cunningham
President & CEO